



WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

WSOC-TV

Smart Media Group
814 King Street
Suite 400
Alexandria, VA 22314

Contract # 321083

Schedule Dates

10/08/12-10/14/12

Advertiser

Pol/P McCrory/R/Gov/NC (16611)

Agency

Smart Media Group (1343)

Product

Political - State Candidate (1071)

Brand

C08C14 GOV (132465)

Salesperson

Telerep/Philadelphia, Philadelphia (1057)

Sales Office

Telerep/Philadelphia

Buyer Name

HANLEN, LINDSAY

Phone/Fax

/

CPE

MCCRO/ORDR/C08C14

Account Types

National/Political

Billing Type

Standard

Comments

MCCRORY FOR GOVERNOR

MCCRORY FOR NC GOVERNOR

Date Entered 07/06/12
Last Modified 10/05/12
Entered By Jill Hipskind
CO-OP No
Headline # 06221195
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,158.75
Net Total \$40,566.25
Sales Tax

Charlotte (WSOC)

By Broadcast Month
Oct. 2012
Grand Total:

Spots 55
Rate \$47,725.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Revised Line / Spot	10/12/12-10/12/12	6	:30	10A-11A (EST)						1			1			Charlotte (WSOC)	DR PHIL	7/6/12
1.1	Revised Line / Spot	10/12/12-10/12/12	5	:30	10A-11A (EST)						1			1			Charlotte (WSOC)	DR PHIL	8/6/12
1.2	Normal Line / Spot	10/12/12-10/12/12	5	:30	10A-11A (EST)						1			1		\$375.00	Charlotte (WSOC)	DR PHIL	10/4/12
3.0	Revised Line / Spot	10/12/12-10/12/12	5	:30	1P-11:35P (EST)						1			1			Charlotte (WSOC)	EYEWITNESS NEWS	7/6/12
3.1	Revised Line / Spot	10/12/12-10/12/12	6	:30	1P-11:35P (EST)						1			1			Charlotte (WSOC)	EYEWITNESS NEWS	8/6/12
3.2	Normal Line / Spot	10/12/12-10/12/12	4	:30	11P-11:35P (EST)						1			1		\$1,200.00	Charlotte (WSOC)	EYEWITNESS NEWS	10/4/12
4.0	Revised Line / Spot	10/12/12-10/12/12	5	:30	12:05A-12:35A (EST)						2			2			Charlotte (WSOC)	NIGHTLINE	7/6/12
4.1	Revised Line / Spot	10/12/12-10/12/12	6	:30	12:05A-12:35A (EST)						1			1			Charlotte (WSOC)	NIGHTLINE	8/6/12
4.2	Normal Line / Spot	10/12/12-10/12/12	5	:30	1P-2P (EST)						1			1		\$375.00	Charlotte (WSOC)	chew	8/22/12
5.0	Revised Line / Spot	10/12/12-10/12/12	6	:30	12P-1P (EST)						1			1			Charlotte (WSOC)	EYEWITNESS NEWS	7/6/12
5.1	Normal Line / Spot	10/12/12-10/12/12	5	:30	12P-1P (EST)						1			1		\$375.00	Charlotte (WSOC)	EYEWITNESS NEWS	10/4/12
6.0	Revised Line / Spot	10/12/12-10/12/12	6	:30	4P-5P (EST)						2			2			Charlotte (WSOC)	DR OZ	7/6/12
6.1	Revised Line / Spot	10/12/12-10/12/12	4	:30	4P-5P (EST)						1			1			Charlotte (WSOC)	DR OZ	8/6/12
6.2	Normal Line / Spot	10/12/12-10/12/12	5	:30	4P-5P (EST)						1			1		\$825.00	Charlotte (WSOC)	DR OZ	10/4/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

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Sales Office

Telerep/Philadelphia

Buyer Name

HANLEN,LINDSAY

Phone/Fax

/

CPE

MCCRO/ORDR/C08C14

Account Types

National/Political

Billing Type

Standard

Comments

MCCRORY FOR GOVERNOR

MCCRORY FOR NC GOVERNOR

Date Entered 07/06/12
Last Modified 10/05/12
Entered By Jill Hipskind
CO-OP No
Headline # 062221195
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,158.75
Net Total \$40,566.25
Sales Tax

Charlotte (WSOC)

By Broadcast Month	Spots	Rate
Oct. 2012	55	\$47,725.00
Grand Total:	55	\$47,725.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
7.0	Revised Line / Spot	10/12/12-10/12/12	5	:30	5P- 5:30P (EST)						1			1			Charlotte (WSOC)	EYEWITNES NEWS	7/6/12
7.1	Revised Line / Spot	10/12/12-10/12/12	6	:30	5P- 5:30P (EST)						1			1			Charlotte (WSOC)	EYEWITNES NEWS	8/6/12
7.2	Normal Line / Spot	10/12/12-10/12/12	5	:30	5P- 5:30P (EST)						1			1		\$850.00	Charlotte (WSOC)	EYEWITNES NEWS	10/4/12
8.0	Revised Line / Spot	10/12/12-10/12/12	4	:30	5:30A- 6A (EST)						1			1			Charlotte (WSOC)	NEWS DAYBREAK	7/6/12
8.1	Revised Line / Spot	10/12/12-10/12/12	5	:30	5:30A- 6A (EST)						1			1			Charlotte (WSOC)	NEWS DAYBREAK	8/6/12
8.2	Normal Line / Spot	10/12/12-10/12/12	5	:30	5:30A- 6A (EST)						1			1		\$425.00	Charlotte (WSOC)	NEWS DAYBREAK	10/4/12
9.0	Revised Line / Spot	10/12/12-10/12/12	5	:30	5:30P- 6P (EST)						1			1			Charlotte (WSOC)	EYEWITNES NEWS	7/6/12
9.1	Revised Line / Spot	10/12/12-10/12/12	6	:30	5:30P- 6P (EST)						1			1			Charlotte (WSOC)	EYEWITNES NEWS	8/6/12
9.2	Normal Line / Spot	10/12/12-10/12/12	5	:30	5:30P- 6P (EST)						1			1		\$875.00	Charlotte (WSOC)	EYEWITNES NEWS	10/4/12
10.0	Revised Line / Spot	10/12/12-10/12/12	5	:30	6P- 6:30P (EST)						1			1			Charlotte (WSOC)	6P NEWS	7/6/12
10.1	Revised Line / Spot	10/12/12-10/12/12	6	:30	6P- 6:30P (EST)						1			1			Charlotte (WSOC)	6P NEWS	8/6/12
10.2	Normal Line / Spot	10/12/12-10/12/12	5	:30	6P- 6:30P (EST)						1			1		\$1,100.00	Charlotte (WSOC)	6P NEWS	10/4/12
11.0	Revised Line / Spot	10/12/12-10/12/12	5	:30	6A- 7A (EST)						1			1			Charlotte (WSOC)	NEWS DAYBREAK	7/6/12
11.1	Normal Line / Spot	10/12/12-10/12/12	5	:30	6A- 7A (EST)						1			1		\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	10/4/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

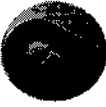
Date:

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Date:

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Agency Smart Media Group (1343)
Product Political - State Candidate (1071)
Brand C08C14 GOV (132465)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name HANLEN,LINDSAY
Phone/Fax /
CPE MCCRO/ORDR/C08C14
Account Types National/Political
Billing Type Standard
Comments MCCRORY FOR GOVERNOR
MCCRORY FOR NC GOVERNOR

Date Entered 07/06/12
Last Modified 10/05/12
Entered By Jill Hipskind
CO-OP No
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Demo
Order Type Normal
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Sales Tax

Charlotte (WSOC)

By Broadcast Month
Oct. 2012
Grand Total:
Spots 55
Rate \$47,725.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Revised Line / Spot	10/12/12-10/12/12	5	:30	7A- 8A (EST)						1			1			Charlotte (WSOC)	GMA	7/6/12
12.1	Revised Line / Spot	10/12/12-10/12/12	6	:30	7A- 8A (EST)						1			1			Charlotte (WSOC)	GMA	8/6/12
12.2	Normal Line / Spot	10/12/12-10/12/12	5	:30	7A- 8A (EST)						1			1	\$775.00	\$775.00	Charlotte (WSOC)	GMA	10/4/12
13.0	Revised Line / Spot	10/12/12-10/12/12	6	:30	9A- 10A (EST)						1			1			Charlotte (WSOC)	LIVE WITH KELLY	7/6/12
13.1	Revised Line / Spot	10/12/12-10/12/12	5	:30	9A- 10A (EST)						1			1			Charlotte (WSOC)	LIVE WITH KELLY	8/6/12
13.2	Normal Line / Spot	10/12/12-10/12/12	5	:30	9A- 10A (EST)						1			1	\$375.00	\$375.00	Charlotte (WSOC)	LIVE WITH KELLY	10/4/12
15.0	Revised Line / Spot	10/08/12-10/08/12	6	:30	10A- 11A (EST)		1							1			Charlotte (WSOC)	DR PHIL	7/6/12
15.1	Revised Line / Spot	10/08/12-10/08/12	5	:30	10A- 11A (EST)		1							1			Charlotte (WSOC)	DR PHIL	8/6/12
15.2	Normal Line / Spot	10/08/12-10/08/12	5	:30	10A- 11A (EST)		1							1	\$375.00	\$375.00	Charlotte (WSOC)	DR PHIL	10/4/12
16.0	Revised Line / Spot	10/08/12-10/08/12	5	:30	11P- 11:35P (EST)		1							1			Charlotte (WSOC)	EYEWITNESS NEWS	7/6/12
16.1	Revised Line / Spot	10/08/12-10/08/12	6	:30	11P- 11:35P (EST)		1							1			Charlotte (WSOC)	EYEWITNESS NEWS	8/6/12
16.2	Normal Line / Spot	10/08/12-10/08/12	4	:30	11P- 11:35P (EST)		1							1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWITNESS NEWS	10/4/12
17.0	Revised Line / Spot	10/08/12-10/08/12	5	:30	11:35P- 12:05A (EST)		2										Charlotte (WSOC)	NIGHTLINE	7/6/12
17.1	Revised Line / Spot	10/08/12-10/08/12	6	:30	11:35P- 12:05A (EST)		1							1			Charlotte (WSOC)	NIGHTLINE	8/6/12

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Oct. 2012
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17.2	Normal Line / Spot	10/08/12-10/08/12	4	:30	11:35P- 12:05A (EST)	1	1							1	\$700.00	\$700.00	Charlotte (WSOC)	NIGHTLINE	10/4/12
18.0	Revised Line / Spot	10/08/12-10/08/12	6	:30	12P- 1P (EST)	2	2										Charlotte (WSOC)	EYEWITNESS NEWS	7/6/12
18.1	Revised Line / Spot	10/08/12-10/08/12	6	:30	12P- 1P (EST)	1	1										Charlotte (WSOC)	EYEWITNESS NEWS	8/6/12
18.2	Normal Line / Spot	10/08/12-10/08/12	5	:30	12P- 1P (EST)	1	1							1	\$375.00	\$375.00	Charlotte (WSOC)	EYEWITNESS NEWS	10/4/12
19.0	Revised Line / Spot	10/08/12-10/08/12	6	:30	4P- 5P (EST)	2	2										Charlotte (WSOC)	DR OZ	7/6/12
19.1	Revised Line / Spot	10/08/12-10/08/12	4	:30	4P- 5P (EST)	1	1										Charlotte (WSOC)	DR OZ	8/6/12
19.2	Normal Line / Spot	10/08/12-10/08/12	5	:30	4P- 5P (EST)	1	1							1	\$825.00	\$825.00	Charlotte (WSOC)	DR OZ	10/4/12
20.0	Revised Line / Spot	10/08/12-10/08/12	5	:30	5P- 5:30P (EST)	1	1										Charlotte (WSOC)	EYEWITNESS NEWS	7/6/12
20.1	Revised Line / Spot	10/08/12-10/08/12	6	:30	5P- 5:30P (EST)	1	1										Charlotte (WSOC)	EYEWITNESS NEWS	8/6/12
20.2	Normal Line / Spot	10/08/12-10/08/12	5	:30	5P- 5:30P (EST)	1	1							1	\$850.00	\$850.00	Charlotte (WSOC)	EYEWITNESS NEWS	10/4/12
21.0	Revised Line / Spot	10/08/12-10/08/12	4	:30	5:30A- 6A (EST)	1	1										Charlotte (WSOC)	NEWS DAYBREAK	7/6/12
21.1	Revised Line / Spot	10/08/12-10/08/12	5	:30	5:30A- 6A (EST)	1	1										Charlotte (WSOC)	NEWS DAYBREAK	8/6/12
21.2	Normal Line / Spot	10/08/12-10/08/12	5	:30	5:30A- 6A (EST)	1	1							1	\$425.00	\$425.00	Charlotte (WSOC)	NEWS DAYBREAK	10/4/12
22.0	Revised Line / Spot	10/08/12-10/08/12	5	:30	5:30P- 6P (EST)	1	1										Charlotte (WSOC)	EYEWITNESS NEWS	7/6/12

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Oct. 2012
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\$47,725.00

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22.1	Normal Line / Spot	10/08/12-10/08/12	5	:30	5:30P- 6P (EST)	1	1							1	\$875.00	\$875.00	Charlotte (WSOC)	EYEWITNESS NEWS	10/4/12
24.0	Revised Line / Spot	10/08/12-10/08/12	5	:30	6A- 7A (EST)	1	1										Charlotte (WSOC)	NEWS DAYBREAK	7/6/12
24.1	Normal Line / Spot	10/08/12-10/08/12	5	:30	6A- 7A (EST)	1	1							1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	10/4/12
25.0	Revised Line / Spot	10/08/12-10/08/12	5	:30	7A- 8A (EST)	1	1										Charlotte (WSOC)	GMA	7/6/12
25.1	Revised Line / Spot	10/08/12-10/08/12	5	:30	7A- 8A (EST)	1	1										Charlotte (WSOC)	GMA	8/6/12
25.2	Normal Line / Spot	10/08/12-10/08/12	5	:30	7A- 8A (EST)	1	1							1	\$775.00	\$775.00	Charlotte (WSOC)	GMA	10/4/12
26.0	Revised Line / Spot	10/08/12-10/08/12	5	:30	8P- 10P (EST)	1	1										Charlotte (WSOC)	DWTS	7/6/12
26.1	Normal Line / Spot	10/08/12-10/08/12	5	:30	8P- 10P (EST)	1	1							1	\$6,000.00	\$6,000.00	Charlotte (WSOC)	DWTS	10/4/12
27.0	Revised Line / Spot	10/08/12-10/08/12	6	:30	9A- 10A (EST)	1	1										Charlotte (WSOC)	LIVE WITH KELLY	7/6/12
27.1	Revised Line / Spot	10/08/12-10/08/12	5	:30	9A- 10A (EST)	1	1										Charlotte (WSOC)	LIVE WITH KELLY	8/6/12
27.2	Normal Line / Spot	10/08/12-10/08/12	5	:30	9A- 10A (EST)	1	1							1	\$375.00	\$375.00	Charlotte (WSOC)	LIVE WITH KELLY	10/4/12
28.0	Revised Line / Spot	10/13/12-10/13/12	5	:30	11P- 11:35P (EST)							1					Charlotte (WSOC)	EYEWITNESS NEWS	7/6/12
28.1	Revised Line / Spot	10/13/12-10/13/12	8	:30	11:30P- 12:05A (EST)							1					Charlotte (WSOC)	EYEWITNESS NEWS	8/6/12
28.2	Normal Line / Spot	10/13/12-10/13/12	4	:30	11:30P- 12:05A (EST)							1		1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	EYEWITNESS NEWS	10/4/12

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Date:

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Billing Type Standard
Comments MCCORRY FOR GOVERNOR
MCCORRY FOR NC GOVERNOR

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29.0	Normal Line / Spot	10/13/12-10/13/12	5	:30	12P- 12:30P (EST)							1		1	\$200.00		Charlotte (WSOC)	EYEWITNESS NEWS	7/6/12
29.0.1	Closed Preempt	10/13/12															Charlotte (WSOC)	Program Change/Exception - FOOTBALL	
30.0	Revised Line / Spot	10/13/12-10/13/12	5	:30	7A- 8A (EST)							1		1			Charlotte (WSOC)	EYEWITNESS NEWS 7A	7/6/12
30.1	Revised Line / Spot	10/13/12-10/13/12	6	:30	7A- 8A (EST)							1		1			Charlotte (WSOC)	EYEWITNESS NEWS 7A	8/6/12
30.2	Normal Line / Spot	10/13/12-10/13/12	5	:30	7A- 8A (EST)							1		1	\$325.00	\$325.00	Charlotte (WSOC)	EYEWITNESS NEWS 7A	10/4/12
32.0	Revised Line / Spot	10/13/12-10/13/12	5	:30	8A- 9A (EST)							1		1			Charlotte (WSOC)	GMA SATURDAY	7/6/12
32.1	Revised Line / Spot	10/13/12-10/13/12	6	:30	8A- 9A (EST)							1		1			Charlotte (WSOC)	GMA SATURDAY	8/6/12
32.2	Normal Line / Spot	10/13/12-10/13/12	5	:30	8A- 9A (EST)							1		1	\$475.00	\$475.00	Charlotte (WSOC)	GMA SATURDAY	10/4/12
33.0	Revised Line / Spot	10/14/12-10/14/12	5	:30	11P- 11:35P (EST)								1	1			Charlotte (WSOC)	SUN LATE NEWS	7/6/12
33.1	Revised Line / Spot	10/14/12-10/14/12	6	:30	11P- 11:35P (EST)								1	1			Charlotte (WSOC)	SUN LATE NEWS	8/6/12
33.2	Normal Line / Spot	10/14/12-10/14/12	4	:30	11P- 11:35P (EST)								1	1	\$1,300.00	\$1,300.00	Charlotte (WSOC)	SUN LATE NEWS	10/4/12
34.0	Revised Line / Spot	10/14/12-10/14/12	5	:30	12P- 12:30P (EST)								1	1			Charlotte (WSOC)	EYEWITNESS NEWS	7/6/12
34.1	Revised Line / Spot	10/14/12-10/14/12	6	:30	12P- 12:30P (EST)								1	1			Charlotte (WSOC)	EYEWITNESS NEWS	8/6/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Contract # 321083

Schedule Dates 10/08/12-10/14/12
Advertiser Pol/P McCrory/R/Gov/NC (16611)
Agency Smart Media Group (1343)
Product Political - State Candidate (1071)
Brand C08C14 GOV (132465)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name HANLEN, LINDSAY
Phone/Fax /
CPE MCCRO/ORDR/CD8C14
Account Types National/Political
Billing Type Standard
Comments MCCRORY FOR GOVERNOR
MCCRORY FOR NC GOVERNOR

Date Entered 07/06/12
Last Modified 10/05/12
Entered By Jill Hipskind
CO-OP No
Headline # 06221195
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,158.75
Net Total \$40,566.25
Sales Tax

Charlotte (WSOC)
By Broadcast Month
Oct. 2012 55 \$47,725.00
Grand Total: 55 \$47,725.00

Smart Media Group
814 King Street
Suite 400
Alexandria, VA 22314

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
34.2	Normal Line / Spot	10/14/12-10/14/12	5	:30	12P-12:30P (EST)								1	1	\$275.00	\$275.00	Charlotte (WSOC)	EYEWITNESS NEWS	10/4/12
35.0	Revised Line / Spot	10/14/12-10/14/12	3	:30	6P-6:30P (EST)								1	1			Charlotte (WSOC)	6P NEWS SUNDAY	7/6/12
35.1	Revised Line / Spot	10/14/12-10/14/12	6	:30	6P-6:30P (EST)								1	1			Charlotte (WSOC)	6P NEWS SUNDAY	8/6/12
35.2	Normal Line / Spot	10/14/12-10/14/12	5	:30	6P-6:30P (EST)								1	1	\$1,000.00	\$1,000.00	Charlotte (WSOC)	6P NEWS SUNDAY	10/4/12
37.0	Revised Line / Spot	10/14/12-10/14/12	4	:30	7A-8A (EST)								1	1			Charlotte (WSOC)	EYEWITNESS NEWS 7A	7/6/12
37.1	Revised Line / Spot	10/14/12-10/14/12	5	:30	7A-8A (EST)								1	1			Charlotte (WSOC)	EYEWITNESS NEWS 7A	8/6/12
37.2	Normal Line / Spot	10/14/12-10/14/12	5	:30	7A-8A (EST)								1	1	\$300.00	\$300.00	Charlotte (WSOC)	EYEWITNESS NEWS 7A	10/4/12
40.0	Revised Line / Spot	10/11/12-10/11/12	5	:30	11P-11:35P (EST)						1						Charlotte (WSOC)	EYEWITNESS NEWS	7/6/12
41.0	Revised Line / Spot	10/11/12-10/11/12	5	:30	11:35P-12:05A (EST)						1						Charlotte (WSOC)	NIGHTLINE	7/6/12
41.1	Revised Line / Spot	10/11/12-10/11/12	6	:30	11:35P-12:05A (EST)						1						Charlotte (WSOC)	NIGHTLINE	8/6/12
41.2	Revised Line / Spot	10/11/12-10/11/12	6	:30	11:50P-12:20A (EST)						1						Charlotte (WSOC)	NIGHTLINE	10/2/12
41.3	Normal Line / Spot	10/11/12-10/11/12	4	:30	11:50P-12:20A (EST)						1			1	\$700.00	\$700.00	Charlotte (WSOC)	NIGHTLINE	10/4/12
43.0	Revised Line / Spot	10/11/12-10/11/12	6	:30	4P-5P (EST)						2						Charlotte (WSOC)	DR OZ	7/6/12
43.1	Revised Line / Spot	10/11/12-10/11/12	4	:30	4P-5P (EST)						1						Charlotte (WSOC)	DR OZ	8/6/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

WSOC-TV

Smart Media Group
814 King Street
Suite 400
Alexandria, VA 22314

Contract # 321083

Schedule Dates

10/08/12-10/14/12

Advertiser

Pol/P McCrory/R/Gov/NC (16611)

Agency

Smart Media Group (1343)

Product

Political - State Candidate (1071)

Brand

C08C14 GOV (132465)

Salesperson

Telerep/Philadelphia, Philadelphia (1057)

Sales Office

Telerep/Philadelphia

Buyer Name

HANLEN,LINDSAY

Phone/Fax

/

CPE

MCCRO/ORDR/C08C14

Account Types

National/Political

Billing Type

Standard

Comments

MCCRORY FOR GOVERNOR
MCCRORY FOR NC GOVERNOR

Date Entered 07/06/12
Last Modified 10/05/12
Entered By Jill Hipskind
CO-OP No
Headline # 06221195
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,158.75
Net Total \$40,566.25
Sales Tax

Charlotte (WSOC)

By Broadcast Month

Spots 55

Rate

Oct. 2012 \$47,725.00

Grand Total: \$47,725.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
43.2	Normal Line / Spot	10/11/12-10/11/12	5	:30	4P-5P (EST)					1				1	\$825.00	\$825.00	Charlotte (WSOC)	DR OZ	10/4/12
45.0	Revised Line / Spot	10/11/12-10/11/12	4	:30	5:30A-6A (EST)					1							Charlotte (WSOC)	NEWS DAYBREAK	7/6/12
45.1	Revised Line / Spot	10/11/12-10/11/12	5	:30	5:30A-6A (EST)					1							Charlotte (WSOC)	NEWS DAYBREAK	8/6/12
45.2	Normal Line / Spot	10/11/12-10/11/12	5	:30	5:30A-6A (EST)					1				1	\$425.00	\$425.00	Charlotte (WSOC)	NEWS DAYBREAK	10/4/12
47.0	Revised Line / Spot	10/11/12-10/11/12	5	:30	6P-6:30P (EST)					1							Charlotte (WSOC)	6P NEWS	7/6/12
48.0	Revised Line / Spot	10/11/12-10/11/12	4	:30	6A-7A (EST)					1							Charlotte (WSOC)	NEWS DAYBREAK	7/6/12
48.1	Revised Line / Spot	10/11/12-10/11/12	5	:30	6A-7A (EST)					1							Charlotte (WSOC)	NEWS DAYBREAK	8/6/12
48.2	Normal Line / Spot	10/11/12-10/11/12	5	:30	6A-7A (EST)					1				1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	10/4/12
49.0	Revised Line / Spot	10/11/12-10/11/12	5	:30	7A-8A (EST)					1							Charlotte (WSOC)	GMA	7/6/12
50.0	Revised Line / Spot	10/11/12-10/11/12	6	:30	9A-10A (EST)					1							Charlotte (WSOC)	LIVE WITH KELLY	7/6/12
50.1	Revised Line / Spot	10/11/12-10/11/12	5	:30	9A-10A (EST)					1							Charlotte (WSOC)	LIVE WITH KELLY	8/6/12
50.2	Normal Line / Spot	10/11/12-10/11/12	5	:30	9A-10A (EST)					1				1	\$375.00	\$375.00	Charlotte (WSOC)	LIVE WITH KELLY	10/4/12
52.0	Revised Line / Spot	10/09/12-10/09/12	5	:30	11P-11:35P (EST)			1									Charlotte (WSOC)	EYEWITNESS NEWS	7/6/12
53.0	Revised Line / Spot	10/09/12-10/09/12	5	:30	11:35P-12:05A (EST)			1									Charlotte (WSOC)	NIGHTLINE	7/6/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

WSOC-TV

Smart Media Group
814 King Street
Suite 400
Alexandria, VA 22314

Contract # 321083

Schedule Dates 10/08/12-10/14/12
Advertiser Pol/P McCrory/R/Gov/NC (16611)
Agency Smart Media Group (1343)
Product Political - State Candidate (1071)
Brand C08C14 GOV (132465)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name HANLEN, LINDSAY
Phone/Fax /
CPE MCCRO/ORDR/C08C14
Account Types National/Political
Billing Type Standard
Comments MCCRO FOR GOVERNOR
MCCRO FOR NC GOVERNOR

Date Entered 07/06/12
Last Modified 10/05/12
Entered By Jill Hipskind
CO-OP No
Headline # 06221195
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,158.75
Net Total \$40,566.25
Sales Tax

Charlotte (WSOC)
By Broadcast Month
Oct. 2012 55 \$47,725.00
Grand Total: 55 \$47,725.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
53.1	Revised Line / Spot	10/09/12-10/09/12	6	:30	11:35P- 12:05A (EST)	1		1						1	\$700.00	\$700.00	Charlotte (WSOC)	NIGHTLINE	8/6/12
53.2	Normal Line / Spot	10/09/12-10/09/12	4	:30	11:35P- 12:05A (EST)	1		1						1	\$700.00	\$700.00	Charlotte (WSOC)	NIGHTLINE	10/4/12
54.0	Revised Line / Spot	10/09/12-10/09/12	6	:30	12P- 1P (EST)	1		1						1	\$375.00	\$375.00	Charlotte (WSOC)	EYEWITNESS NEWS	7/6/12
54.1	Normal Line / Spot	10/09/12-10/09/12	5	:30	12P- 1P (EST)	1		1						1	\$375.00	\$375.00	Charlotte (WSOC)	EYEWITNESS NEWS	10/4/12
55.0	Revised Line / Spot	10/09/12-10/09/12	6	:30	4P- 5P (EST)	2		2									Charlotte (WSOC)	DR OZ	7/6/12
55.1	Revised Line / Spot	10/09/12-10/09/12	4	:30	4P- 5P (EST)	1		1									Charlotte (WSOC)	DR OZ	8/6/12
55.2	Normal Line / Spot	10/09/12-10/09/12	5	:30	4P- 5P (EST)	1		1						1	\$825.00	\$825.00	Charlotte (WSOC)	DR OZ	10/4/12
57.0	Revised Line / Spot	10/09/12-10/09/12	4	:30	5:30A- 6A (EST)	1		1									Charlotte (WSOC)	NEWS DAYBREAK	7/6/12
58.0	Revised Line / Spot	10/09/12-10/09/12	5	:30	5:30P- 6P (EST)	1		1									Charlotte (WSOC)	EYEWITNESS NEWS	7/6/12
58.1	Normal Line / Spot	10/09/12-10/09/12	5	:30	5:30P- 6P (EST)	1		1						1	\$875.00	\$875.00	Charlotte (WSOC)	EYEWITNESS NEWS	10/4/12
59.0	Revised Line / Spot	10/09/12-10/09/12	5	:30	6P- 6:30P (EST)	1		1									Charlotte (WSOC)	6P NEWS	7/6/12
60.0	Revised Line / Spot	10/09/12-10/09/12	5	:30	6A- 7A (EST)	1		1									Charlotte (WSOC)	NEWS DAYBREAK	7/6/12
60.1	Normal Line / Spot	10/09/12-10/09/12	5	:30	6A- 7A (EST)	1		1						1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	10/4/12
61.0	Revised Line / Spot	10/09/12-10/09/12	5	:30	7A- 8A (EST)	1		1									Charlotte (WSOC)	GMA	7/6/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

WSOC-TV

Smart Media Group
814 King Street
Suite 400
Alexandria, VA 22314

Contract # 321083

Schedule Dates

10/08/12-10/14/12

Advertiser

Pol/P McCrory/R/Gov/NC (16611)

Agency

Smart Media Group (1343)

Product

Political - State Candidate (1071)

Brand

C08C14 GOV (132465)

Salesperson

Telerep/Philadelphia, Philadelphia (1057)

Sales Office

Telerep/Philadelphia

Buyer Name

HANLEN,LINDSAY

Phone/Fax

/

CPE

MCCRO/ORDR/C08C14

Account Types

National/Political

Billing Type

Standard

Comments

MCCRO FOR GOVERNOR

MCCRO FOR NC GOVERNOR

Date Entered 07/06/12
Last Modified 10/05/12
Entered By Jill Hipskind
CO-OP No
Headline # 06221195
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,158.75
Net Total \$40,566.25
Sales Tax

Charlotte (WSOC)

By Broadcast Month

Oct. 2012

Grand Total:

Spots

55

Rate

\$47,725.00

\$47,725.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
61.1	Revised Line / Spot	10/09/12-10/09/12	6	:30	7A- 8A (EST)	1		1						1			Charlotte (WSOC)	GMA	9/6/12
61.2	Normal Line / Spot	10/09/12-10/09/12	5	:30	7A- 8A (EST)	1		1						1	\$775.00	\$775.00	Charlotte (WSOC)	GMA	10/4/12
62.0	Revised Line / Spot	10/09/12-10/09/12	6	:30	9A- 10A (EST)	1		1						1			Charlotte (WSOC)	LIVE WITH KELLY	7/6/12
62.1	Revised Line / Spot	10/09/12-10/09/12	5	:30	9A- 10A (EST)	1		1						1			Charlotte (WSOC)	LIVE WITH KELLY	9/6/12
62.2	Normal Line / Spot	10/09/12-10/09/12	5	:30	9A- 10A (EST)	1		1						1	\$375.00	\$375.00	Charlotte (WSOC)	LIVE WITH KELLY	10/4/12
63.0	Revised Line / Spot	10/09/12-10/09/12	4	:30	9P- 10P (EST)	1		1						1			Charlotte (WSOC)	DWTS RESULTS	7/6/12
63.1	Revised Line / Spot	10/09/12-10/09/12	3	:30	9P- 10P (EST)	1		1						1			Charlotte (WSOC)	DWTS RESULTS	9/6/12
63.2	Normal Line / Spot	10/09/12-10/09/12	5	:30	9P- 10P (EST)	1		1						1	\$5,500.00	\$5,500.00	Charlotte (WSOC)	DWTS RESULTS	10/4/12
64.0	Revised Line / Spot	10/10/12-10/10/12	6	:30	10A- 11A (EST)	1			1					1			Charlotte (WSOC)	DR PHIL	7/6/12
64.1	Revised Line / Spot	10/10/12-10/10/12	5	:30	10A- 11A (EST)	1			1					1			Charlotte (WSOC)	DR PHIL	8/6/12
64.2	Normal Line / Spot	10/10/12-10/10/12	5	:30	10A- 11A (EST)	1			1					1	\$375.00	\$375.00	Charlotte (WSOC)	DR PHIL	10/4/12
65.0	Revised Line / Spot	10/10/12-10/10/12	5	:30	11P- 11:35P (EST)	1			1					1			Charlotte (WSOC)	EYEWITNESS NEWS	7/6/12
65.1	Revised Line / Spot	10/10/12-10/10/12	6	:30	11P- 11:35P (EST)	1			1					1			Charlotte (WSOC)	EYEWITNESS NEWS	9/6/12
65.2	Normal Line / Spot	10/10/12-10/10/12	4	:30	11P- 11:35P (EST)	1			1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWITNESS NEWS	10/4/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

WSOC-TV

Smart Media Group
814 King Street
Suite 400
Alexandria, VA 22314

Contract # 321083

Schedule Dates

10/08/12-10/14/12

Advertiser

Pol/P McCrory/R/Gov/NC (16611)

Agency

Smart Media Group (1343)

Product

Political - State Candidate (1071)

Brand

C08C14 GOV (132465)

Salesperson

Telerep/Philadelphia, Philadelphia (1057)

Sales Office

Telerep/Philadelphia

Buyer Name

HANLEN, LINDSAY

Phone/Fax

/

CPE

MCCRO/ORDR/C08C14

Account Types

National/Political

Billing Type

Standard

Comments

MCCRORY FOR GOVERNOR
MCCRORY FOR NC GOVERNOR

Date Entered 07/06/12
Last Modified 10/05/12
Entered By Jill Hipskind
CO-OP No
Headline # 06221195
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,158.75
Net Total \$40,566.25
Sales Tax

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Oct. 2012	55	\$47,725.00
Grand Total:	55	\$47,725.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
65.0	Revised Line / Spot	10/10/12-10/10/12	5	:30	11:35P-12:05A (EST)				1								Charlotte (WSOC)	NIGHTLINE	7/6/12
66.1	Revised Line / Spot	10/10/12-10/10/12	6	:30	11:35P-12:05A (EST)				1								Charlotte (WSOC)	NIGHTLINE	9/6/12
66.2	Normal Line / Spot	10/10/12-10/10/12	4	:30	11:35P-12:05A (EST)				1					1	\$700.00	\$700.00	Charlotte (WSOC)	NIGHTLINE	10/4/12
67.0	Revised Line / Spot	10/10/12-10/10/12	6	:30	12P-1P (EST)				2								Charlotte (WSOC)	EYEWITNESS NEWS	7/6/12
67.1	Revised Line / Spot	10/10/12-10/10/12	6	:30	12P-1P (EST)				1								Charlotte (WSOC)	EYEWITNESS NEWS	9/6/12
67.2	Normal Line / Spot	10/10/12-10/10/12	5	:30	12P-1P (EST)				1					1	\$375.00	\$375.00	Charlotte (WSOC)	EYEWITNESS NEWS	10/4/12
68.0	Revised Line / Spot	10/10/12-10/10/12	6	:30	4P-5P (EST)				2								Charlotte (WSOC)	DR OZ	7/6/12
68.1	Revised Line / Spot	10/10/12-10/10/12	4	:30	4P-5P (EST)				1								Charlotte (WSOC)	DR OZ	9/6/12
68.2	Normal Line / Spot	10/10/12-10/10/12	5	:30	4P-5P (EST)				1					1	\$825.00	\$825.00	Charlotte (WSOC)	DR OZ	10/4/12
69.0	Revised Line / Spot	10/10/12-10/10/12	5	:30	5P-5:30P (EST)				1								Charlotte (WSOC)	EYEWITNESS NEWS	7/6/12
69.1	Revised Line / Spot	10/10/12-10/10/12	6	:30	5P-5:30P (EST)				1								Charlotte (WSOC)	EYEWITNESS NEWS	9/6/12
69.2	Normal Line / Spot	10/10/12-10/10/12	5	:30	5P-5:30P (EST)				1					1	\$850.00	\$850.00	Charlotte (WSOC)	EYEWITNESS NEWS	10/4/12
71.0	Revised Line / Spot	10/10/12-10/10/12	5	:30	5:30P-6P (EST)				1								Charlotte (WSOC)	EYEWITNESS NEWS	7/6/12
71.1	Normal Line / Spot	10/10/12-10/10/12	5	:30	5:30P-6P (EST)				1					1	\$875.00	\$875.00	Charlotte (WSOC)	EYEWITNESS NEWS	10/4/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

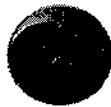
Date:

Accepted-Station:

Date:

Comments:

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WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

WSOC-TV

Smart Media Group
814 King Street
Suite 400
Alexandria, VA 22314

Contract # 321083

Schedule Dates 10/08/12-10/14/12
Advertiser Pol/P McCrory/R/Gov/NC (16611)
Agency Smart Media Group (1343)
Product Political - State Candidate (1071)
Brand C08C14 GOV (132465)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name HANLEN, LINDSAY
Phone/Fax /
CPE MCCRO/ORDR/C08C14
Account Types National/Political
Billing Type Standard
Comments MCCRO FOR GOVERNOR
MCCRO FOR NC GOVERNOR

Date Entered 07/06/12
Last Modified 10/05/12
Entered By Jill Hipskind
CO-OP No
Headline # 06221195
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,158.75
Net Total \$40,566.25
Sales Tax

Charlotte (WSOC)
By Broadcast Month
Oct. 2012 \$47,725.00
Grand Total: \$47,725.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
73.0	Revised Line / Spot	10/10/12-10/10/12	5	:30	6A-7A (EST)	1			1					1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	7/6/12
73.1	Normal Line / Spot	10/10/12-10/10/12	5	:30	6A-7A (EST)	1			1					1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	10/4/12
74.0	Revised Line / Spot	10/10/12-10/10/12	5	:30	7A-8A (EST)	1			1					1			Charlotte (WSOC)	GMA	7/6/12
74.1	Revised Line / Spot	10/10/12-10/10/12	6	:30	7A-8A (EST)	1			1					1			Charlotte (WSOC)	GMA	8/6/12
74.2	Normal Line / Spot	10/10/12-10/10/12	5	:30	7A-8A (EST)	1			1					1	\$775.00	\$775.00	Charlotte (WSOC)	GMA	10/4/12
75.0	Revised Line / Spot	10/10/12-10/10/12	6	:30	9A-10A (EST)	1			1					1			Charlotte (WSOC)	LIVE WITH KELLY	7/6/12
75.1	Revised Line / Spot	10/10/12-10/10/12	5	:30	9A-10A (EST)	1			1					1			Charlotte (WSOC)	LIVE WITH KELLY	8/6/12
75.2	Normal Line / Spot	10/10/12-10/10/12	5	:30	9A-10A (EST)	1			1					1	\$375.00	\$375.00	Charlotte (WSOC)	LIVE WITH KELLY	10/4/12
76.0	M/G For 29.0.1 / Spot	10/14/12-10/14/12	5	:30	12P-12:30P (EST)	1							1	1	\$275.00	\$275.00	Charlotte (WSOC)	EYEWITNESS NEWS	10/5/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.